

FASTER AND FASTER MOVES THE PEOPLE'S STORE.

Forward with directions that strike most telling blows. Bigger and bigger grow the various stocks; more and more perfect the hands that guide the business course; more powerful the facilities for buying and more grateful the prices to consumers.

Two Jobbers' Overloaded Stocks.

Figures of most familiar prices give way to reckonings of most astonishing features. The store with all its enlarged space is more than filled with the endless stocks as they have piled in. The arrangements of the manager's plans are to have

A SALE THAT WINS THE TOWN.

It is absolutely necessary, or all these goods can never be disposed of. The regular channel has gotten too narrow for such buying.



The Liveliest Carpet Business Here.

Three stores filled with beautiful designs enough to keep you spell-bound. To get by far the best prices in Richmond from out of such an assortment, and to have all the work done scientifically and most prompt, are among the other superiorities. Here are a few of the special inducements for the week.

All-Wool Extra Super Ingrain Carpets for \$2. a yard.

Half-Wool Extra Super Ingrain Carpets for \$2. a yard.

Heavy Union Ingrain Carpets for 22c. a yard.

New lines of Tapestry Brussels Carpets, for rooms, halls, and stairs, all colors, light and dark, the 6c. grade, at 2c. a yard.

Roxbury Carpet, or Sanford's Best 1c.

Wire Tapestry Brussels Carpets, for rooms, halls, and stairs, regular 8c. value here for 6c. a yard.

Body Brussels Carpets, for rooms, halls, and stairs, regular price \$1.5c, here for 8c. a yard.

Moquette Carpets, light and dark colors, here for 8c. a yard.

Smith or Hartford's Admiralty Carpets, light and dark effects, for 87-2c. a yard.

Smith's Wilton Velvet Carpets, ordinarily \$2c, here for 7c. a yard.

RUGS AND DRUGGETTS.

Heavy Wilton Rugs, wool, not jute, fringed ends, size 3x69, \$1.21-2.

Chenille Hearth Rugs, fringed ends, size 3x54, for 19c.

Heavy Union Ingrain Carpets for 22c. a yard.

Large and complete assortment of Black Satin Stripe Bayadere Novelties, Veneettes, Silk Figured Crepones, Cheviots, &c., cost \$1.50 a yard to import, can be had for 8c. a yard.

54-inch All-Wool Black Figured Saxon Suiting, cost 6c. a yard to land, is here for 4c. a yard.

Black Striped Muscoviano Cloth, a heavy, good wearing material, full 44 inches wide, and considered very cheap to buy, can be bought from us at 3c. a yard.

46-inch High-Luster Black Figured Brillantine, regular 8c. kind, for 37c. a yard.

FROM 9:30 TO 10 O'CLOCK—

Fancy Black Brillantine, 40 inches wide, an elegant 8c. kind, with a ruffle, that cost 5c. a yard to build, 12c.

FROM 11:30 TO 12 O'CLOCK—

Pure Wool Black Cloth, for ladies' tailor dresses, good width and elegant Black dress fabric, cost maker 4c.

FROM 12:30 TO 1 O'CLOCK—

Black Wirecord, good, substantial fabric, that'll give good service, and cost maker 12c. a yard, for 5c.

FROM 2:30 TO 4 O'CLOCK—

All-Wool Hand-Twisted Storm Saxe, a magnificent Black dress fabric, cost 4c. to import, for 2c. a yard.

MORE GOOD FORTUNE IN COLORED DRESS GOODS.

Grouped in lots for selling. Take your choice, and though you pick three quarters for the cost of one. All of them new, only just entering on the arena for retailing.

54-inch All-Wool Tailor Cloths, in every new shade, a regular 8c. value, for silk and wool, 4c.

Silk and Wool 54-inch Knickerbocker Cloth, the \$1 kind, for 4c.

Novelties Dress Woolens, in a great variety of weaves and color effects, 8c. each.

Spotted Mixtures, in silk and wool, imported to sell for 4c., only 8c. a yard.

Venetian Cloths, for tailor suits, all the leading shades, for 9c., instead of 17.75.

Lounging Cords and Bayadere Effects, mohair and silk fabric, cost to make \$1.38, for 8c.

OLY-CLOTHS.

Yard-Wide Floor Oil-Cloth, 17c.; all widths to match.

Embossed Floor Oil-Cloth for 22c.

Holiday Floor Oil-Cloth, the 40c. kind, for 3c. a yard.

Stair Oil-Cloth for 6c.-2c. a yard.

WINDOW SHADES.

Linen Shades, all colors, 1x2 yards, spring rollers, 2c., all widths, all colors, 2c.

Heavy Knotted-Fringed Shades, best rollers, oil opaque, 6c.

Lace Insertion and Fringed Shades, 7 feet long, all colors, 36c.; good value at 7c.

See all these Curtains and they'll haunt you.

Unrivaled in scope, unsurpassed in variety and newness in their effects, the curtain store is a museum of unique and curious curtain thoughts.

The invitation to examine and compare prices in most lots should result to a saving of a full quarter to one-half their cost.

1,200 PAIRS AT SPECIAL PRICES.

The starting surprise will be 48 pairs of Handsome Chenille Portieres, in new, effective designs, dado top and bottom, with fringe effects, \$2.75 worth for \$1.50 a pair.

Two pairs of handsome English Derby Curtains, in the rich Scotch colors, heavy and effective, \$2.50 curtains, for \$1.50 a pair.

20 pairs of Heavy Maltese Curtains, in the new Oriental colorings, with hand and silk effects, worth \$3 a pair, for \$2.48.

English Dining-Room and Library Curtains of exquisite heavy drapery, made to order, for \$3.50 a pair.

All shades and kinds of Curtain Loops to match hangings at 15c. a pair.

50 pairs of Fine Fish-Nets, 2 yards long, with lace border, \$2.50 a pair, will be on sale to-day at 12c. a pair; you're asked \$2.50 usually for these.

Handsome Chamber and Sitting-Room Lace Curtains, 3-1/2 yards long, in heavy effects, pretty borders, etc., at 15c. a pair.

Handsome Parlor Curtains, Irish Point, 3-1/2 yards long, a beauty, owners wanted \$5.50 for 'em, this lot will be \$2.50 a pair.

Pretty Chamber Curtains, in effective tracings, neat and pretty, for 3c. a pair.

20 pairs of Lace Curtains, a job lot, in Venetian, Irish Point, Battenberg, and other styles, \$3 a pair; cost up to \$10.

TABLE COVERS.

4-4 CHENILLE TABLE COVERS, 5 COLORS TO SELECT FROM, 12-1/2c., INSTEAD OF 25c.

64 Derby Table Covers in silk effect, fringed, etc., instead of \$1.

Tapestry Art Square \$1.39. These are gems of art, and would be cheap at 12c.

Tambour Vestiture Lace, heavy net, 2c. a yard.

Irish Point Edge Vestiture Lace, 3c. a yard.

All-Over Lace, for vestiture doors, at 10c. yard.

Cream Madras, with colored silk stripe, new for dinner, 3c. yard.

Pretty Tinsel Draperies, in Oriental effects, at 3c. a yard.

NO SUCH MILLINERY.

ever entered Richmond before. We've sought the best the world over, and placed it here at smaller cost than any other similar establishment in America produces it. See this week's new creations in Headwear from our own work-rooms.

Special in the Millinery works will be Shaded Coquie Busts and Wings, that were 8c. to day 3c.

Polic-Dot Quills, 1c. a bunch.

Blue, Brown, Red, White, and Black Silk.

Ostrich Tips, good quality, at 3c.

We sell French Fets for 2c. each.

FOR THE PEOPLE'S STORE.

turned over to us by one of the railroad companies. They are sold at 4c. on the dollar of their original cost.

All new; this season's Best.

Let's see ladies' All-Wool Kersey Cloth Capes, double collar, with fur and braid trimming, \$1.50 was the cost; \$2.50 now.

2-2 Ladies' Black Broadcloth Capes, heavily beaded and braided, fur trimmings, a pretty, stylish shape, that's all; cost 4c.

Lot 3- Ladies' Fine All-Wool Astrachan Capes, full sweep, edged with black Thibet, for \$1.50.

Lot 4-8 Ladies' Capes, in black and others, this season's newest shape, trimmed in black mohair braid, for 8c.

Fancy Plaid Cushion Linen at 7-3/4c. and 9c., and 12c. a yard—all wide widths.

SALE OF ART LINENS.

45c. Round-Thread Art Linen, allover pattern, like sale's price, 8c. yard.

55c. Art Linen, fine and better 54-inch grade, for 8c. yard; and best 54-inch widths at 50c. and 6c. yard.

20c. Art Linen, the grade usually sold at 1c., is 10c.

22c. Art Linen of the same at 12-1/2c., instead of \$1.

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DRESS TRIMMINGS.

In newest and most elaborate forms. Go to Paris for most of our designs, the fitters show direct.

Exclusive styles in Braids, Loops, Chemise Trimmings, Spangle Bands, Ornaments, Buckles, Pleatings, Tuckings, Sheerings, and All-Overs. Left aisle-front.

STYLING OF ART LINENS.

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